

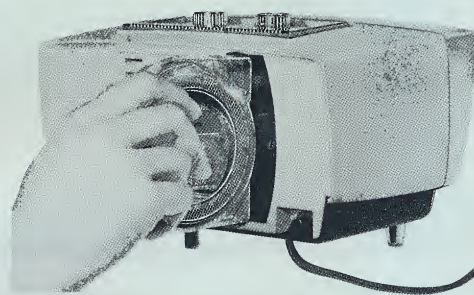
SUPER 8/MODEL 510

INSTANT MOVIE PROJECTOR

MAGI-CARTRIDGETM FILM MAGAZINE LOADING



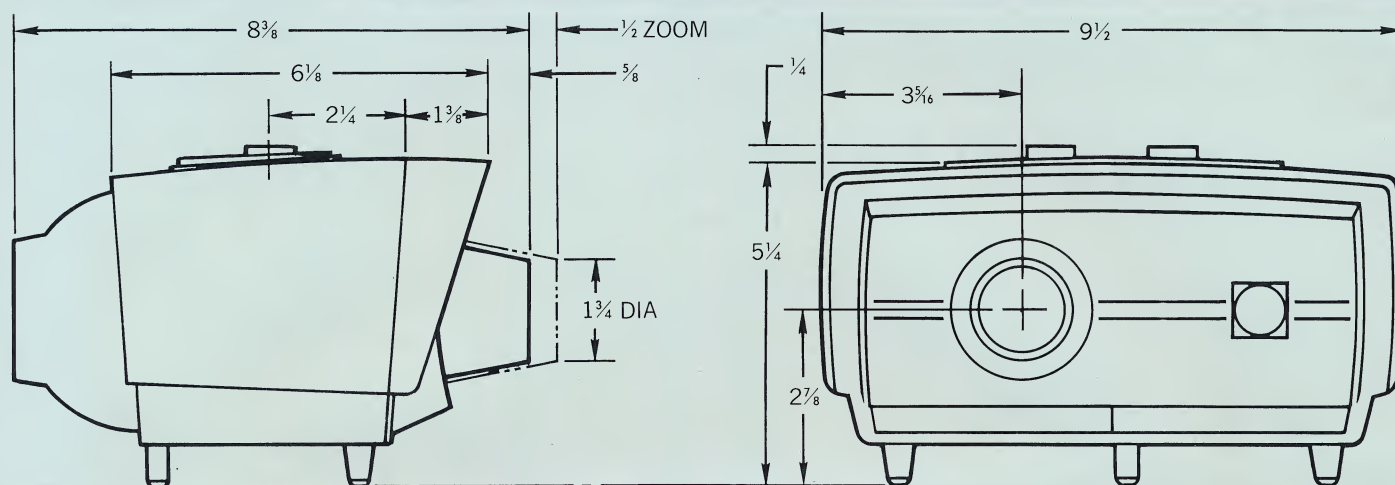
*For Showing New Super 8 Size Film
In Instant-Loading Magi-Cartridges:
Bigger, Brighter, Sharper Pictures...
Live Action, Full Color—INSTANTLY!*



FEATURES

- * Shows new Super 8 film—in color or black and white
- * Cartridge loading for quick, easy film change—no threading, no rewinding
- * Heavy duty cartridge incorporates film wiping pads
- * Cartridge lock-out prevents accidental use of standard 8mm film
- * Simplified for instant set up and show
- * Choice of 3 interchangeable lenses
- * Constant speed, maintenance-free motor
- * Blower cooled
- * 150 Watt Truflector lamp provides 500 watt brilliance
- * Geared tilt control
- * Compact, lightweight and portable—with convenient carrying handle
- * Rugged, precision-built
- * *
- *

SPECIFICATIONS



MODEL 510 is available in three models:

- 510A Technicolor Model 510 Projector with 20mm f/1.5 lens
- 510Z Technicolor Model 510 Projector with standard zoom 20-32mm f/1.4 lens
- 510WS Technicolor Model 510 Projector with wide angle 10mm f/1.1 lens

Power Input	110-120 volts, 60 cycle AC
Current Consumption	250 watts
Projection Lamp Size	DJA—150 watts
Weight	8 pounds
Size (dimensions)	9 1/2" Wide x 9" Deep x 5 1/2" High
Cartridge Type	Single cavity magazine holds continuous loop Super 8 film. Heavy duty design features film wiping pads to keep dust and lint out of film gate.
Maximum Film Length	56 Feet per cartridge
Film Running Time	4 Minutes per cartridge (No rewinding required)
Lens (standard equip.)	Technor 20mm f/1.5 lens

Specifications subject to change without notice

OPTIONAL FEATURES AND EQUIPMENT

TECHNOR ZOOM LENS—Standard Equipment on Model 510Z: 20-32mm f/1.4 zoom lens easily adjusts picture to fit screen size without moving the projector.

TECHNOR WIDE ANGLE LENS—Standard Equipment on Model 510WS: New high aperture lens provides sharper picture with better contrast and picture clarity. Provides greater light transmission for brighter pictures.

C 107 CARRYING CASE—Sturdy, lightweight, handsome case for Model 510 Super 8 Projector, with scuff-proof vinyl finish. Protects projector from bumps and scars of heavy travel; accommodates projector and three Magi-Cartridges. Small matte white screen is provided in removable lid.



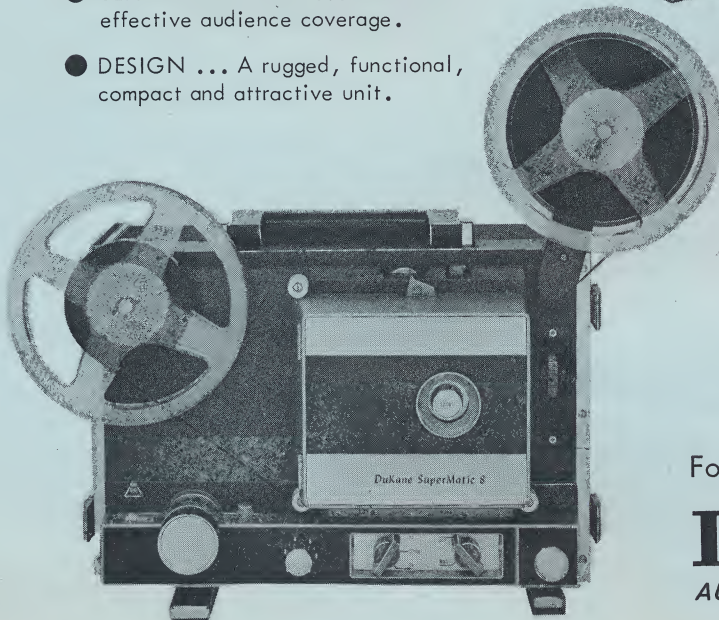
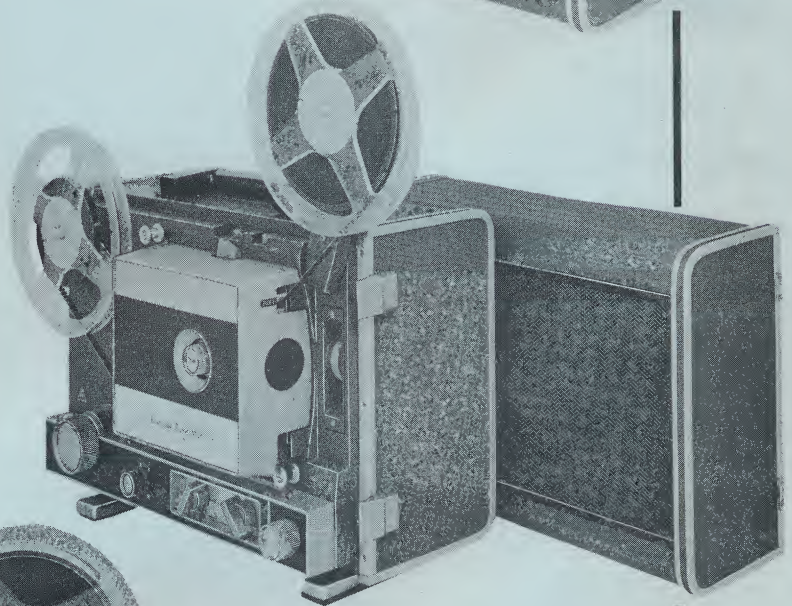
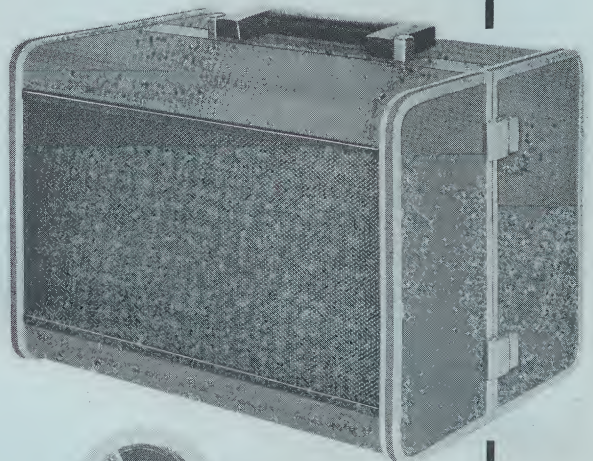
COMMERCIAL AND EDUCATIONAL DIVISION

P.O. Box 517, Costa Mesa, California 92627

SuperMatic 8

the finest in Super 8 Sound Projection

- **AUTOMATIC THREADING** ... film feeds automatically through the projector mechanism and sound assembly ... ready to attach to the take-up reel.
- **PROJECTED IMAGE** ... The new "Super 8" format combined with special high efficiency lens system projects an image of amazing sharpness and brilliance even on large screens.
- **MAGNETIC SOUND** ... the SuperMatic 8 will record and play magnetic sound enabling you to create a sound track with your own commentary and special effects.
- **NEW OPTICAL SOUND** ... high-quality optical dye-track or silver track reproduction is provided by a newly developed blue sensitive silicon solar cell.
- **STILL PICTURE PROJECTION** ... stop motion at any time for discussion or study of individual frames.
- **REVERSE CONTROL** ... Lets you back up to any point in the film for review.
- **SOUND AND SILENT OPERATION** ... Unit operates at 18 or 24 frames per second to allow the showing of silent or sound film.
- **TRANSISTORIZED AUDIO AMPLIFIER** ... Provides instant warm-up and hi-fidelity response.
- **SEPARATE SPEAKER** ... for most effective audience coverage.
- **DESIGN** ... A rugged, functional, compact and attractive unit.



Ease of operation and portability combined with advanced design makes the DuKane "SuperMatic 8" a truly versatile and quality projector to fill the exacting requirements of any audio visual program.

For additional information contact:

DuKANE CORPORATION
AUDIO-VISUAL DIVISION / ST. CHARLES, ILLINOIS

New Opportunities with 8mm Sound Film

A motion picture producer sees new uses for film, with the mobility and the economy offered by the new film and the new equipment now available.

By J. C. Frandsen
Producer-Director
Unit One Film Productions
Hollywood, Cal.

With the advent of 8mm sound motion pictures, sales management has a tool to project a forceful image in support of each of its representatives, where it counts most — in the prospect's office.

Movies are, of course, nothing new in sales promotion programs. Until very recently, however, whenever you thought of a movie you thought of a group of people. When it came to arranging for projection rooms, and then setting up screens, speakers and 16mm projectors, it seemed that you had to have a large audience to justify the cost and effort.

But with 8mm sound, full-scale professional movie presentations have been cut to personal size. Any salesman can now handle a full-color-and-sound presentation covering his product just as easily as he can a sample kit, a flip chart or a catalog.

► In terms of application, what does this mean to the salesman? It means he can place a projector on a prospect's desk, push a button, and give a graphic illustration of what his product is, how it can be used, and why it would be good for this particular prospect.

Furthermore, this is only a small

part of the opportunity available with the new 8mm sound technology. It has actually made communications possible in ways which were never before considered feasible.

This new sales tool with its overall economy — in release prints, in accessory equipment and in distribution — and flexibility can now be purchased from the best professional film production sources at less cost than most companies could possibly match in-plant.

Whether you have used movies in sales promotion before or not, this new medium calls for a new, closer look at its potential as a sales tool.

► Start your considerations of 8mm sound by asking yourself how your company's sales promotion programs would be affected if you could afford to provide top quality professional films for your entire sales force.

This would be a program completely divorced from existing use of 16mm and 35mm promotional, sales and training films. The applications are simply not the same. The quality of 35mm and 16mm prints on projection is admittedly better than 8mm in large rooms, to big groups or under similar circumstances.

The 8mm film is geared toward personal presentation. It can be used with comparatively inexpensive projectors to show short run films that make vital sales points. There is usually no need to adjust room lights, and sound can be controlled to keep it from disturbing other persons in the same area.

The portability of most 8mm projectors is an advantage in itself. The salesman can carry it any place without seeming conspicuous and without having to ask for special

projection rooms.

Also, it is now a matter of fact that you can purchase quality 8mm sound prints, at savings of approximately one-half the print cost of a similar amount of 16mm sound footage. This means that 8mm sound prints could cost as little as 50% as 16 mm prints for each minute of running time, since the smaller film contains twice as many projection frames per foot. On big print orders, these savings can usually more than pay for equipping your field men with the best projection equipment.

► Actually, with the 8mm sound medium, the new doors open to sales communications are as numerous as your creative imagination. Let us touch just a few and see if they don't suggest many alternatives to you.

● If you have regional sales offices or distributors in foreign countries, or in the United States in localities where customers might tend to speak a second language, or even a different dialect, the film and script can be sent to the salesman or dealer to narrate in the familiar language. Provisions for doing this are made with many sound projectors.

The psychological advantages of such an approach are tremendous. Not only is the customer seeing a professional film, explained in a familiar language, but the salesman or dealer himself realizes a new stake in the utilization of this tool, since he took part in creating it. You can feel assured that he will use it more enthusiastically. Let us not forget, in considering this approach, the small company which previously could not afford sound films, can now purchase silent prints with magnetic stripes, and add sound itself.

An alternative approach would

be to have part of the sound — for instance, machine noises, etc. — on film, and the local salesman's dialect added just where it will be a specific advantage to have a familiar voice. Sound, with a magnetic stripe and most projectors, is as easy to control as on the simplest tape recorder.

► Another alternative:

● *Using 8mm sound prints, any dealer or sales representative can bring a super-salesman to his aid in explaining and illustrating a concept that the local man may not be able to make as effectively. All the local man has to do is unveil the sound projector and push a button. A sales film in this instance might consist of a series of short illustrations spliced together on one reel.*

This type of support for local representatives can make every dealer your salesman, and every salesman a super-salesman. While making his sales pitch, whether in his own shop or in a customer's office, the local man can use the sound projector every time he needs to illustrate a difficult point.

If he is selling cars, he can show a rugged road test, with the taped voice of the super-salesman hammering home points during the narrative. He can shut the projector off at the end of the sequence, and use it later in the presentation when another important point must be made.

This same system obviously could be used by insurance men, appliance dealers, suppliers for food, drug and similar stores, (showing the effectiveness of displaying their products), and by almost anyone who makes a living selling.

► In general, every sales or advertising manager should be able to draw his own conclusions about how his own salesmen and dealers can use 8mm sound films. But, let us, for a moment, consider another area of thought open to organizations equipped with 8mm sound projectors for its sales force.

Where you have a major sales office, it is simple enough to call in all of your representatives to view a 35mm or 16mm film explaining a new product, policy, concept, etc. Or, for that matter, the sales manager in the local area can handle that himself.

But imagine, if you will, the effect of sending regular information and training films to sales representatives and dealers in far-flung areas. With the introduction

of a new product, you can not only show your representatives what it is and explain how it works, but you can show him how to sell it on film. Show him the mistakes that he *might* make on a sales training film, and he is not likely to ever make them.

With the projector in the sales representatives' hands, you can provide a far flung sales force with audio-visual reports of sales meetings, technical shows, president's addresses, new facilities, and anything else which might help them sell better. Psychologically, it will make them feel more like part of "the team."

► Distribution costs become negligible with 8mm sound prints:

Size of Film	Time of Film	Weight of Film
35mm	28 minutes	7 pounds
16mm	28 minutes	7 pounds
8mm	28 minutes	1 pound

For companies already committed to 35mm and 16mm film programs, the printing of 8mm sound reduction prints can become a collateral benefit of your established program. You can make 35mm and 16mm prints, but also offer the salesman the flexibility of 8mm sound letting him use whatever fits each occasion best.

Production costs, per se, should never be a deciding factor in determining whether you can afford to use the film medium. A professional producer can turn out a short subject film with a cost ranging from \$3,000 to \$20,000. The quality and impact of the film should not suffer because of limited funds if the producer knows his business. The major difference between high and economy budget films is in the fringe areas — professional actors, special effects, color, original music, etc. — but that is the icing and not the cake.

► The choice of film size in production will depend on your situation. As a rule of thumb, these are our standing recommendations:

● Where the client hopes for large-audience presentations of his film — in theaters or auditoriums — he will get optimum quality by using 35mm production. Initial production by this method is considerably more expensive, but the end product will serve every conceivable purpose. For wider distribution, for example, the 35mm originals can be reduced

for release in 16mm or 8mm.

● Where your audience will never run to more than 200 persons, you are safe in producing in 16mm. In special situations, 16mm camera originals can be printed up to 35mm. This quality is quite good, especially when filming was done with 35mm enlargement in mind.

● Where small audiences are your target, you should plan on shooting in 16mm and releasing primarily in 8mm. When you know you will be releasing primarily in 8mm, you can significantly reduce your production costs. Because of the size of your release prints, you will be concentrating on close-ups and simplicity in your photography, since panoramic views are not rendered in 8mm as well as on larger films. This results in savings in set and lighting costs.

It should be stressed that quality commercial production directly in 8mm is not recommended. Contact duplicate prints from 8mm are of commercially acceptable quality if production is confined to report or presentation films where the camera original will be projected or where quality standards are not critical.

► Can you afford this new film medium? That depends upon what you compare it to. If you compare it to doing nothing to support your sales representatives, the production and distribution of 8mm sound films will cost you money, as will the purchase or rental of projection equipment.

But if you compare it to the cost of bringing salesmen and dealers to the office to be up-dated first hand, you can do a much broader job, more often, and probably more effectively with 8mm sound films.

If you compare the cost of producing 8mm sales films to the profits you might realize from raising your average sales representatives efficiency by just a little — and experience has taught us that you will do much better than that — you are still finishing way ahead, by giving this new medium a chance.

The most important thing to remember in considering the production of 8mm sound sales and/or training films, is that you can buy a lot more professional sources than you might ever have realized you could afford.

A check of your local telephone directory will probably reveal a professional film producer in your city who will be able to discuss your individual situation and come up with a workable solution. 44

CASE STUDY:

How do you convince a retail sales person that, although your product may look like—and be priced like—other similar products, it's really made differently and performs differently? Spring Air Co., national bedding group, solved the problem with the "audio visual coffee break."

RETAIL TRAINING

The Audio Visual Coffee Break

"Most retail salesmen don't actually know how a mattress is made, and it's often hard to explain just by talking. So if we can't explain it to the salesman, how is he going to get our quality story across to the consumer?"

This statement by one mattress manufacturer sums up a basic problem faced by the bedding industry. It's the same problem confronting many industries whose products may look like others, but actually perform quite differently.

In April, the Spring Air Co. of Chicago, a 29-plant national bedding group, tackled the problem by launch-

ing a continuing series of "audio visual coffee break" meetings. Built around a sound color film and a self-contained projector-viewer, these coffee break sales sessions pack weeks of factory touring and product sales training into a 30-minute meeting.

Results? Plants using the technique report they are not only writing bedding orders immediately after the showing, but are opening up accounts previously closed to them.

"While it's too early to tell how much more effective the film is helping the salesman to be in talking to customers, there's no question that this technique is building dealer

interest and loyalty in Spring Air," reports Ronald J. Shepherd, the company's executive vice president.

Key to the success of the technique is its impromptu, spontaneous nature. The plant salesman walks in with his self-contained Fairchild 8mm. projector-viewer, usually at a "coffee break" time. He announces he's going to show a 20-minute film, and invites the retail sales people to gather around.

Since the film is pre-threaded on a continuous loop, there's no time lost in setting up the equipment. The projector-viewer works in broad daylight, so there's no need to darken the room. The plant salesman just turns on the viewer and the show begins.

No Special Setups

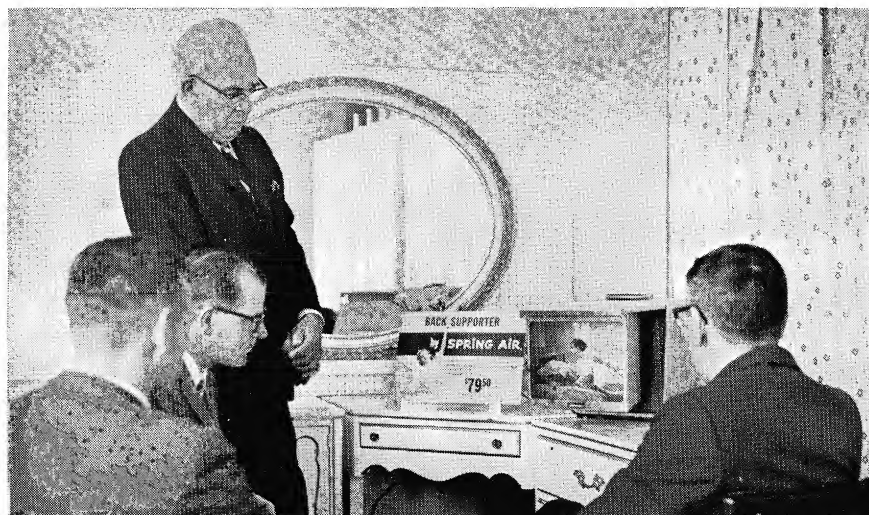
"Many store buyers and merchandise managers ordinarily shy away from film showings and company-sponsored sales meetings because they take too much time and require special setups," Shepherd says. "This one is short, can be set up anywhere—a table, counter, or packing case will do—and needs no extra equipment or preparation.

"Our men report they simply walk in and hold a meeting. No advance arrangements or preparations have to be made."

The sound color film itself, by Dallas Jones Productions of Chicago, pictures the making of a Spring Air Mattress, tells how the construction differs from that of other mattresses, and shows how these construction features can be turned into customer benefits on the sales floor. The film is usually followed by a live demonstration of the points that have previously been covered.

"The plants report that retail sales people say they never realized how much really goes into the manufacture of a mattress," Shepherd says. "Most retail people have never been inside a mattress factory. The cutaway models and other sales aids that most companies provide fail to get the construction message across.

"There's no doubt that this film technique has broken a significant barrier in communicating what our product is all about," he continues. "If consumer reaction to the eventual sales presentation is as enthusiastic as the sales people's reaction to the film, we should certainly enjoy a record year." ♦



Time-saving sound color films demonstrate Spring Air's special construction features.

FAIRCHILD
INDUSTRIAL PRODUCTS

A DIVISION OF FAIRCHILD CAMERA AND INSTRUMENT CORPORATION

221 FAIRCHILD AVENUE, PLAINVIEW, L.I., N.Y. 11803 • 516 WE 8-9601 • TWX: 516 433-9151 • CABLE: FAIRGRAF - PLAINVIEW, N.Y.

Dear Sir:

Thank you for your recent inquiry for information concerning the Fairchild AV400 continuous 8mm film projector. Technical specifications, literature and price information are enclosed for your inspection.

Fairchild's AV400 stands foremost and alone in the fields of sales aids, message communication and continuous film display systems. It operates dependably for thousands of cycles without appreciable film wear. It weighs only seventeen pounds, takes up less than 2 square feet (wide open) and shows up to 20 minutes worth of color sound film. It is fully transistorized, requires no warm-up, utilizes a continuous loop cartridge and never has to be rewound. With the 400, the need for darkened rooms, bulky projection equipment and trained operators is eliminated.

Since its introduction in 1961, this projector has set the standard for the field. Industrial firms by the hundreds have entered the film market and supplied their salesmen, distributors, dealers and showrooms with this unit. Schools, churches, and agencies have accepted this perfect way to get across their message conveniently, quickly, orally and visually.

I have also included information describing the Mark IV rear screen projector and the Mark V front screen projector. These units provide completely automatic projection and are indispensable when the projection of several films may be required. Changing film with the Mark IV or Mark V is simpler than changing a phonograph record.

Fairchild maintains a nationwide staff-service capability and franchised service dealers are established in most major metropolitan centers. We would welcome the opportunity to discuss your plans with you and look forward to hearing from you again.

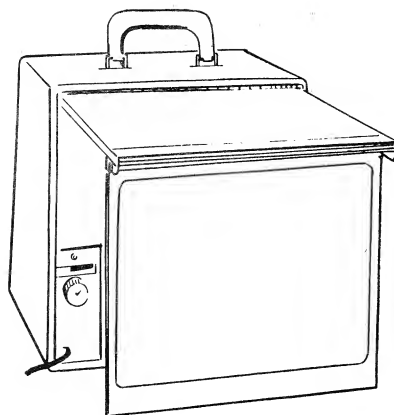
Sincerely,

FAIRCHILD CAMERA & INSTRUMENT CORPORATION



Nat C. Myers, Jr., Director
Communications Products & Services

NCM/B
Encls.



8mm Sound Helps Bristol Myers Introduce New Products

Three Six-Minute Color Films Show Product Highlights to Salesmen and Customers

BRISTOL MYERS COMPANY has turned to 8mm sound motion pictures to introduce three new products to its salesmen and customers across the country. The company does not believe in bringing out a host of new products in a constant stream, so any new introduction is an important event. The products — *Score*, a hair cream for men, *Softique*, a bath oil, and *Cream Ban*, a deodorant — were introduced simultaneously, but Bristol Myers wanted each introduction to be an event in itself and presented in a unique way.

Visualscope, Inc., of New York, was selected to do the job of bringing the new products to market for the first time on film. Three six-minute color films were prepared. *Score's* introduction features sportscaster Bud Palmer, who tells about the new, clear hair cream for men.

Sports Background for Film on "Score"

Palmer comments that even though Bristol Myer's own *Vitalis* is still America's leading hair preparation, there is a big market for creams — in fact 46 per cent of men who use any hair preparation use cream. Market tests show that *Score* has tremendous potential. The style of this film is all masculine, with sequences from baseball and football games to point up Bud Palmer's remarks.

Softique, on the other hand, is all feminine with a glamor-voiced fashion spokeswoman to explain about the luxurious new bath oil which

is aiming for a top position in the big \$31,000,000 market. Called *The Softique Coloring Book*, the film says that in 1957 only one out of eight femmes fatales used a bath oil, but today it's one out of three. Backed by a high saturation TV schedule, *Softique* will reach — and sell — millions of women who never used a bath oil before.

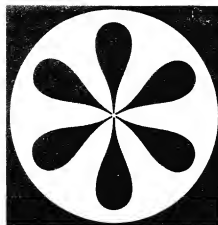
New *Cream Ban's* introductory film is in animation — it shows that while roll-on *Ban* continues to hold its big lead, there is an important market for cream deodorants, and the new *Cream Ban* will have the quality, the promotion and the packaging to take a leading place in this field.

Salesmen Take Fairchild Units on Road

The initial showing of the new films for 600 prominent people in the drug and grocery trades took place on the *SS Rotterdam* in New York harbor. Six traveling units took the films in a 16mm big-screen version to major chain store buyers, while individual salesmen throughout the country used the 8mm films on 46 Fairchild projectors to reach individual stores.

Supervising the project for Bristol Myers was Joe Kelnberger, new products manager. On the individual films, Dick Wolf of Grey Advertising watched over *Score*; Wally Kull, of Doherty, Clifford, Steers & Shenfield worked on *Softique*; and Jim Keen, of Bristol Myers, stood back of *Cream Ban*. ■

Technicolor
CORPORATION



Model 600 MOVIE-VISIONTM CONSOLE PROJECTOR

FOR SHOWROOMS, CONFERENCE ROOMS AND CLASSROOMS*



*Full
Daylight
Movie
Projection*

INSTANT MOTION PICTURES

No room darkening, no screens, no threading.

Model 600 is available in two versions

600A — 110-120 Volts, 60 cycles

600E — 220-250 Volts, 50 cycles

Designed especially for presenting motion pictures to a group audience in a fully lighted room, this new projector finds ready application in classrooms, business conference rooms, showrooms and exhibits.

The new projector operates by an improved rear projection system. It requires no darkening of the room; and like all other models of the Technicolor Instant projector, it involves no threading or rewinding. The Model 600 incorporates the same Magi-Cartridge loading feature as the Model 800. A first-grader can load the cartridge into the projector and flash the image on the integral screen in less than five seconds.

*Thousands of educational subjects now available in Magi-Cartridges. See Source Directory for listings.



FEATURES

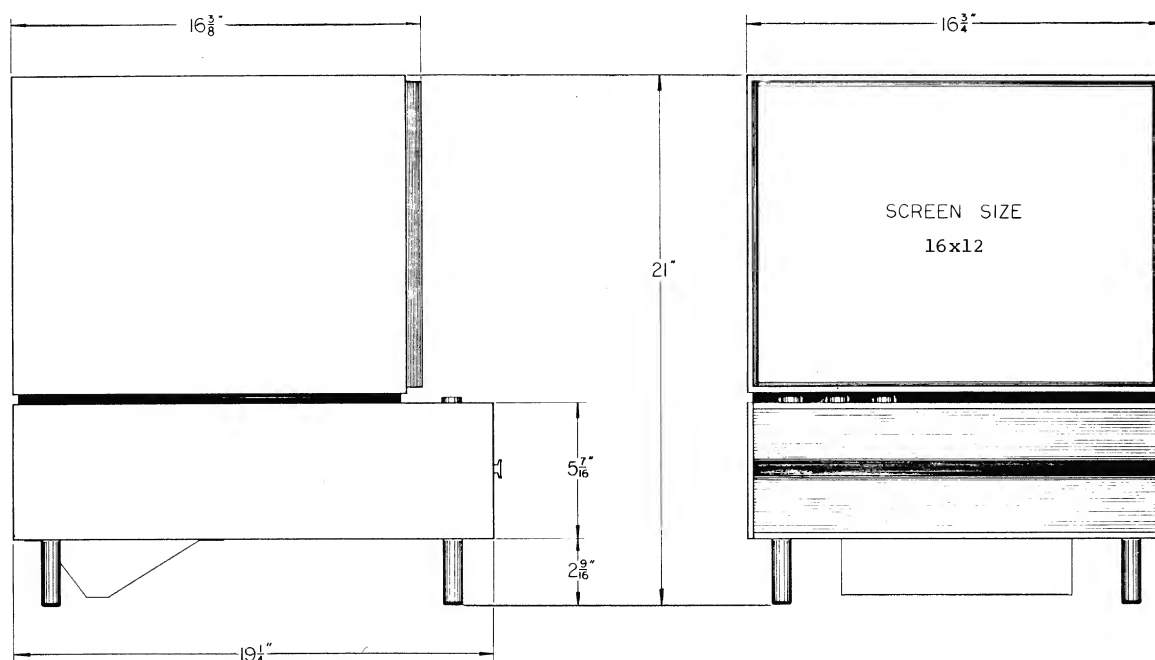
- CARTRIDGE LOADING FOR QUICK, EASY FILM CHANGE — NO THREADING, NO REWINDING.
- AVAILABLE IN 2 VOLTAGE RANGES WITH EITHER 50 OR 60 CYCLE SOURCES.
- 3-CONDUCTOR LINE CORD.
- 150 WATT 21.5V DICHROIC DCF LAMP PROVIDES 750 WATT BRILLIANCE.
- LARGE 16 x 12 REFLECTION-FREE POLACOAT SCREEN.
- SELECTED PLATE, 1st SURFACE OPTICAL MIRRORS.
- MIRRORS ENCLOSED IN DUST-FREE CHAMBERS.
- IMPROVED HIGH-SPEED BLOWER COOLING SYSTEM.
- COMPACT, PORTABLE AND COMPLETELY SELF-CONTAINED.
- UTILIZES NEW TECHNOR 10mm f1.1 HIGH SPEED WIDE ANGLE LENS.
- EXTERNAL, EASILY ACCESSIBLE ON-OFF FRAMING AND FOCUS CONTROLS.
- SPRING-LOADED ACCESS DOOR.
- SMART, 2-TONE VINYL COVERED CABINET, TASTE-FULLY TRIMMED WITH DURABLE ANODIZED ALUMINUM.
- USES ECONOMICAL 8mm FILM.
- DEMONSTRATES PROCEDURES, CONVEYS IDEAS IN DRAMATIC COLOR AND LIVE ACTION.

OPTIONAL FEATURES

- AUTOMATIC SHUT-OFF.
- AUTOMATIC SHUT-OFF WITH PUSH-BUTTON RESTART.
- 50 CYCLE AC OPERATION.*
- 24 FRAMES-PER-SECOND SPEED.*

*Available on Model 600A only.

SPECIFICATIONS:



POWER INPUT: Available 110-120 volts 60 cycles A.C. and 220-250 volt, 50 cycle A.C. Three-conductor line cord ground (earth) connection.

POWER CONSUMPTION: 200 watts.

PROJECTION LAMP SIZE: DCF 150W., 21.5 volts.

WEIGHT: 35 lbs.

SIZE (Dimensions): 16 3/4" wide x 21" high x 19 1/4" deep (lower cabinet) 16 3/8" deep (upper cabinet).

SCREEN SIZE: 15 7/8" x 11 3/4".

MAXIMUM FILM LENGTH: 50 feet.

MAXIMUM FILM DURATION: 4 minutes.

SERVICE (Duty): Intermittent duty for commercial, industrial, business and educational presentations.

LENS: Technor 10mm f1.1 wide angle lens.

OPTIONALLY AVAILABLE FEATURES AND EQUIPMENT

AUTOMATIC SHUT OFF (SM 1) — Special micro-switch automatically shuts off projector at end of film. (Requires film with auto-stop notch.) Projector re-starts when regular on-off knob is turned.

AUTOMATIC SHUT OFF WITH PUSH BUTTON RE-START (SM 1A) — Re-start button (which can be remotely positioned on a display unit) is added to automatic shut-off feature. Projector starts at touch of push-button — shuts off automatically at end of film. (Requires film with auto-stop notch.)

50 CYCLE ELECTRICAL SYSTEM (SM 4) — Model 600A electrical system can be modified for operation on foreign power sources (50 cycle AC, 120 volts for export.)

"FAST" SPEED (SM 6) of 24 frames-per-second (in lieu of normal 16 fps for showing film taken at "sound" speed. Available on Model 600A only.



Exclusive Canadian Distributors

Anglophoto Ltd.

29 Haas Rd., Rexdale, Ontario

AUTHORIZED DEALER

SALES OFFICES AND WAREHOUSES IN MONTREAL AND VANCOUVER